

At last there's a merchandising publication for the home electronics market that says it all...

Leisure Time Electronics

Vol. 1, No. 2

THE BUYERS' GUIDE TO ALL LEISURE ELECTRONIC PRODUCTS

Fall 1980

VCRs gain 59 percent in first half

Videocassette recorders, which have penetrated an estimated two percent of the U.S. market, are showing rapid sales growth as consumers learn more about the expanding video world.

Sales of VCRs for the first half of 1980 advanced a healthy 58.8 percent over last year's comparable period, reports the Electronic Industries Association, with a total of 286,601 units sold to dealers so far. If this rate of growth continues through the second half, when more units are customarily bought, VCR sales for this year will total 755,786 units.

More consumer knowledge of products and the high costs of travel and other out-of-home entertainment are factors believed to be helping stimulate the sales curve.

The primary appeal of VCRs is control of programming—watching what you want to see when you want to see it. The video equivalent of the audio tape recorder, these units can be

Continued on Page 10

Computer sales up 45 percent



Today's personal computers can play games, be learning aids or help perform household tasks.

By KATHLEEN LANDER

While the completely computerized society—with shopping and work being done at home via terminal—is not yet a reality, the personal computer market is growing at a rate of 45 percent a year. This means that a computer in nearly every home is a conceivable possibility.

The young product category of personal computers has already

passed through several marketing stages and is anticipating others—including new homes where computer capability is built-in, just like plumbing or electrical wiring.

Today's personal computers can be toys, learning aids, games, information centers, and/or household necessities for performing a variety of tasks. Moving in two technological

directions at the same time, computer development is yielding products that are both easier to use and more sophisticated in what they do.

First available as parts for hobbyists and engineers, then pre-assembled in a complete package, computers were originally sold primarily through specialists to hobbyists. Most computer shops are now concentrating on sales to the small business market. However, a growing number of models aimed at the average consumer are appearing on the market, and these are being stocked in

Continued on Page 23

Video software entries aid market

By MILTON SCHULMAN

With the entry of all the major movie studios into the home video software market, an explosion is taking place in the number and quality of titles now

available for consumers' personal entertainment use.

This development represents a major step towards realizing the enormous potential of the emerging new home entertain-

ment systems, believe retailers and distributors.

Software comprises the key element in selling and building upon these systems, point out industry persons. They note that consumers frequently look at available software first, to determine whether or not to make a major investment in compatible hardware. Therefore, the ongoing release of attractive software will have a significant effect on the future size and profitability of the total home video market, it is felt.

Until now, retailers had only a limited selection of prerecorded videocassettes to offer consumers, points out Robert Moffet, national marketing manager for the 160-unit Video Station retail chain, headquartered in Los Angeles. "But the bigger the selection, the more business we can do. It's like the ice cream

Continued on Page 16

More retail outlets add computers

By BOB CITELLI

Just as more and more consumers are accepting the potential of personal computers in their homes and small businesses, retailers from various segments of the total merchant community are taking the plunge and stocking these machines in their stores.

Retailers who carry computers and their peripherals comprise a diverse group that includes mass merchants and department stores like Montgomery Ward

Continued on Page 19



"Bruce," star of the movie Jaws, drew large crowd while on loan from MCA-Universal to New York's Video Shack store.

With its premier issue (distributed at the 1980 Summer Consumer Electronics Show in Chicago), Leisure Time Electronics established itself as the dominant publication for all buyers of electronic home entertainment products. This graphically exciting merchandising magazine offers lively, retail-oriented features covering video cassette recorders, electronic toys and games, personal computers, OEM products, accessories and software.

4 LEISURE TIME ELECTRONICS, Fall 1980

Justin/Conic acquire

NEW YORK—Justin/Conic Inc., exclusive distributor U.S. for Conic Inc. Hong Kong, has recently acquired City, N.Y.

Video Software Paramount Home Video releases new titles for VCR distribution

HOLLYWOOD—Paramount Home Video has licensed several new titles from Paramount Pictures Corporation for video cassette distribution. The new titles include seven motion pictures and ten popular television episodes.

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Data Entry

Fall 1980

Computer Software

APF introduces full software line for Imagination Machine system
NEW YORK—APF Electronics offers a full line of education, Typing Tutor, Artist and Easel, Computer Lab and The Word Factory.

26 LEISURE TIME ELECTRONICS, Fall 1980

Radio Shack educates; promotes computer line

NEW YORK—Education of the consumer-buyer and consistent promotion are the methods Radio Shack uses to keep its TRS-80 at the top of the computer best-seller list.

Every one of the regular Radio Shack catalogs, mailed annually by the millions, includes the TRS-80 and its peripheral equipment. Free comic books, distributed through approximately 3,000 outlets in the U.S., introduce young people and novices to the workings of the computer, and regular advertising reiterates the message.

Merchandising is done through 50 computer centers, which are special sections within Radio Shack stores, and through 100 other stores with specialty computer departments. These are chosen for geographical coverage of important markets. Each has a specially trained sales staff, which conducts evening classes in programming at beginner and advanced levels.

In addition to this regular program of education and promotion, the chain regularly conducts a series of "computer blitz" events in major markets. A full page newspaper ad invites

consumers to get "hands on" experience at a free computer seminar, scheduled at a local hotel for one or two days. No reservations are needed for the hourly programs.

UNITS WORK ALL DAY

Each of 90 working units with printers was in use all day and into the evening at a recent New York City blitz. Staff members and a prompting program in the computer guided attendants through the steps of producing profit and loss statements or accomplishing other tasks. A film and brief explanation were included on the program, but the highlight was seeing how easy it is to use the TRS-80. While visitors waited for a turn at the machines, and afterward, there was ample opportunity to get questions answered and pick up literature or make purchases. Two additional classes discussed specialized applications.

Attendance at the seminar qualified persons for a certificate good for a free course in programming at a Radio Shack center. The chain also gave out a package of literature to each attendant, and a mailed follow-



Computer centers such as this one are special sections found in 50 Radio Shack stores selected for their geographic importance.

up a week later offered a limited time price special on the TRS-80. Effectiveness of the blitz is reflected in the comment of a New York City store manager that "we'll sell all of the machines used in the seminar before it ends, and additional sales will continue in the store." Although the promotional activities are directed to business buyers, the TRS-80 also is used by many as a home computer for personal use, partly because it was the first

unit available for under \$1,000. Many clubs have also been privately formed to exchange information and stage competitions. Radio Shack recently added three models to its current computer line, including a color unit and a pocket version. There are five computers now being offered by the Tandy Corporation division, with prices for the units ranging from a low of \$299 for the pocket model to \$3,450 for the TRS II.

Polk's links computer sales with electronic game business

NEW YORK—Personal computers are seen as an upward extension of the electronic game business at Polk's Hobby Department store.

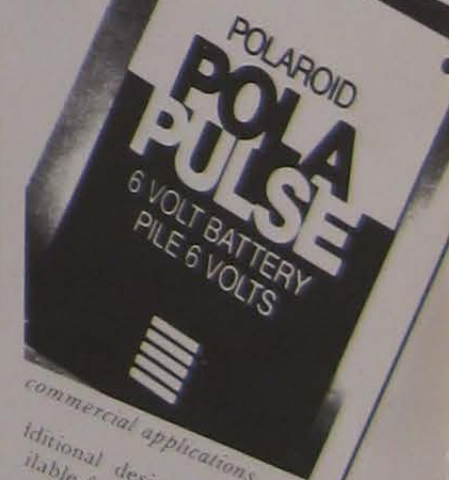
The five-story, well-respected store, located on New York's Fifth Avenue, was one of the

early because computer kits were then available, and I knew that many schools were teaching computer programming, or had computer clubs. Many young people who receive this rudimentary exposure get their appetites whetted, and want to

puter of their own. Polk is in the process of tripling his 500 sq. ft. basement computer department, and combining it with his extensive electronic game selection for third and fourth quarter selling. "Personal computers are not-

An operating unit of each type is always kept on display. Consumers want home computer systems featuring color displays, and which have typewriter keyboards, Polk notes. He says he buys 10 units each of the Ohio Scientific models, "and

Vendors



commercial applications. Additional design assistance available from Polaroid application engineers. P100 battery—Circle 5 on product card design kit—Circle No.

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Microelectronics spawn programmable vehicle category

BOB CITELLI
The introduction of microelec-
tronic technology to the toy and
hobby markets has provided hobby
manufacturers with extra reliable
products with extra reliability.
As the industry becomes more
entirely new category for
secure in its use of the
end products become
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According to Je-
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Electronic games pave way for vertical consumer buys

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G.A. (Tony) Clowes

factors
future

TRAIN STORE PERSONNEL

Personalized service is vitally
important in familiarizing con-
sumers with today's extremely
sophisticated games. Frank be-
lieves. As a result, he has set up a
detailed, semi-technical training
program for his future store per-
sonnel.

"We're training people who like
games and computers, and also
enjoy the challenge of being able
to demonstrate," he reports.
"We're instructing them on what
the component parts of the game
are, how you play the game,
and what you are trying to

Wards mounts electronic game areas in over 100 stores

Continued from Page S29
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Home computer business is here and growing rapidly

By SY LIPPER
President
APE Electronics, Inc.
The benefits resulting from the
U.S. Space Program have been
reflected in many new products
which have changed the way we
do things in our everyday life.
None, however, has had more
impact than what we are begin-
ning to witness in the emergence
of the home computer.
We are all familiar with the
computer's speed up its infor-
mation processing, its ability to
accumulate reports, help
reduce errors, improve
efficiency, and
business
upwa-

Many of us are already oper-
ating computer systems with-
out realizing it. When we
credit card in a busi-
ness type in the
charged re-
savings in-
form-

push buttons to set heat, time,
etc., on dishwashers, microwave
ovens, and dryers, we are
usually operating a type of com-
puter. These latter sys-
tems are not any easier or harder
than the present simple
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a few words need
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retail prices now quoted are \$500
or under for the RCA system,
\$795 for Magnavision, and \$749
for the Pioneer model. The GE
product is expected to sell
somewhere in between.

"The videodisc buyer is not
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Games People Play opens in Houston

HOUSTON—Some 400 electron-
ics SKUs will be featured in each
outlet of Games People Play, a
new chain of "complete game"
specialty stores being launched in
Texas.

The first of the 1,500 square-
foot stores was scheduled to
open in late May in the Houston
area, with two other outlets
planned for later this year. "Even-
tually we hope to open in every
shopping center in Texas," we
plan to be the Radio Shack of the
game business," declares Joe
Frank, president and founder of
the chain.

Noting that games account for
25 percent of consumer dollars
spent in the leisure recreational
category, Frank sees a major hole
in the marketplace for service-
oriented game specialty stores.
Frank has many years of ex-
perience in a similar retailing
area, having founded Playhouse
Toys Stores, a 16-unit chain of toy
specialty stores, some 40 years
ago.

"CASINO-LIKE ATMOSPHERE
Games People Play outlets will
be designed to draw consumers
into the stores to play and learn
about the entire range of games
being stocked, says Frank. "There
will be a casino, come-play-with-
me atmosphere. Each game will
be fully visible and hand-play-
able, often with our specialty
trained salespeople."
"We will provide the lure of the
arcades. Consumers will feel that
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a game, and we'll want them to
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we have."

Frank says his stores will carry
electronics ranging from hand-
held games, learning aids and
small calculators up to a selection
of personal computers retailing
for \$400. "We're not going to be
high in our prices, but we're not
going to be cheap. We're selling a
service, not just an electronic
item."

Videodisc manufacturers prepare marketing battleplans

A marketing battle is shaping up
for next year as three groups of
major firms go into national
distribution with three incom-
patible versions of the videodisc
—an item expected to be the
biggest consumer product since
color television.
There are predictions that as
many as 4 million videodisc units
will be sold annually by 1982.
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Many of us are already oper-
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out realizing it. When we
credit card in a busi-
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push buttons to set heat, time,
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"CASINO-LIKE ATMOSPHERE
Games People Play outlets will
be designed to draw consumers
into the stores to play and learn
about the entire range of games
being stocked, says Frank. "There
will be a casino, come-play-with-
me atmosphere. Each game will
be fully visible and hand-play-
able, often with our specialty
trained salespeople."
"We will provide the lure of the
arcades. Consumers will feel that
they will have to come in and play
a game, and we'll want them to
so we can tell them about what
we have."

Frank says his stores will carry
electronics ranging from hand-
held games, learning aids and
small calculators up to a selection
of personal computers retailing
for \$400. "We're not going to be
high in our prices, but we're not
going to be cheap. We're selling a
service, not just an electronic
item."

Wards mounts electronic game areas in over 100 stores

Continued from Page S29
money, and the effect a highly
appealing product area like elec-
tronic games can have on other
merchandise categories, must be
taken into account in making
buying decisions, comments Wil-
liams. "You must select very care-
fully and keep your SKUs low."
The longer lead times needed
to produce sophisticated elec-
tronic games is causing Ward's to
pay more attention to manufac-
turers' delivery capability. "We're
fully aware of the importance of
performance in our catalog busi-
ness," says Williams. "Delivery
because we want to have all the
products we list available for
our customers. We used to bet a
little bit more on the come a few
years back," he adds. "Now, if we

Home computer business is here and growing rapidly

By SY LIPPER
President
APE Electronics, Inc.
The benefits resulting from the
U.S. Space Program have been
reflected in many new products
which have changed the way we
do things in our everyday life.
None, however, has had more
impact than what we are begin-
ning to witness in the emergence
of the home computer.
We are all familiar with the
computer's speed up its infor-
mation processing, its ability to
accumulate reports, help
reduce errors, improve
efficiency, and
business
upwa-

Many of us are already oper-
ating computer systems with-
out realizing it. When we
credit card in a busi-
ness type in the
charged re-
savings in-
form-

push buttons to set heat, time,
etc., on dishwashers, microwave
ovens, and dryers, we are
usually operating a type of com-
puter. These latter sys-
tems are not any easier or harder
than the present simple
begin using a home
computer. The beginner, trying
a few words need
to learn the computer, will want
a machine that loads the pro-
grams off a cassette. Once the
user has typed in that simple
understands.

such as Basic, Cobol, Pascal,
and so on. Basic is the most commonly
used language. Second, and
probably most important, is the
word "LOAD," which is loaded into the
computer. The beginner, trying
to learn the computer, will want
a machine that loads the pro-
grams off a cassette. Once the
user has typed in that simple
understands.

retail prices now quoted are \$500
or under for the RCA system,
\$795 for Magnavision, and \$749
for the Pioneer model. The GE
product is expected to sell
somewhere in between.

"The videodisc buyer is not
the average color television
buyer, he is the same customer
who will spend the extra dollars
for wire, wheels on his car,"
maintains Ken Ingram, senior
vice president/marketing for
Magnavox, which introduced
MagnaVision last December in
selected cities. "The disc custo-
mer wants to be entertained at
home—but on his own terms. He
wants state-of-the-art and qual-
ity entertainment, and he's
able to pay the

types of entertainment
rational/informational
ing prepared. The
software issued,
their avail-
important
on of

Games People Play opens in Houston

HOUSTON—Some 400 electron-
ics SKUs will be featured in each
outlet of Games People Play, a
new chain of "complete game"
specialty stores being launched in
Texas.

The first of the 1,500 square-
foot stores was scheduled to
open in late May in the Houston
area, with two other outlets
planned for later this year. "Even-
tually we hope to open in every
shopping center in Texas," we
plan to be the Radio Shack of the
game business," declares Joe
Frank, president and founder of
the chain.

Noting that games account for
25 percent of consumer dollars
spent in the leisure recreational
category, Frank sees a major hole
in the marketplace for service-
oriented game specialty stores.
Frank has many years of ex-
perience in a similar retailing
area, having founded Playhouse
Toys Stores, a 16-unit chain of toy
specialty stores, some 40 years
ago.

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going to be cheap. We're selling a
service, not just an electronic
item."

Leisure Time Electronics enables manufacturers of in-home electronic entertainment systems to reach the entire retail community efficiently and inexpensively while creating new distribution channels. No other business publication matches Leisure Time Electronics' potential to simultaneously contact all the retailers and distributors that manufacturers need to reach in this rapidly expanding market. More than 40,000 readers from department stores, mass merchants, electronic and toy distributors, TV and Hi-Fi stores, computer boutiques, electronic game, video and appliance outlets receive Leisure Time Electronics. With thousands of bonus copies delivered to the Winter and Summer Consumer Electronics Shows, Leisure Time Electronics is right on target.

1981 INTERNATIONAL WINTER CONSUMER ELECTRONICS SHOW

THE MOST EXCITING CONSUMER ELECTRONICS SHOW EVER

• **SEE** over one half million square feet of exhibits, with 950 exhibitors showing the newest products in the industry including: Video Tape/ Disc Systems and Software • Television • Audio Compact and Component Systems • Audio Tape Equipment and Software • Electronic Games • Personal Computers • Calculators and Watches • Radios • Auto Audio and CB • Telephones • Accessories.

• **VISIT** these Special CES Exhibits: Consumer Electronics Advertising and Promotion Showcase; Retail Resource Center; Hardware/Software Cross-Merchandising Exhibit; the International Visitors Center.

• **ATTEND** the Audio, Video, Personal Electronics and Communications Conferences; Retail Merchandising Workshop and Retail Management Seminars.

• **JOIN** 50,000 attendees at the Industry's Total Winter Marketplace.



LAS VEGAS

LAS VEGAS CONVENTION CENTER/HILTON HOTEL/JOCKEY CLUB

THURSDAY, JANUARY 8 - SUNDAY, JANUARY 11, 1981

Please send my free admission badge and the CES information brochure.

Name																	
Title																	
Firm																	
Street																	
City											State			Zip			

Please check below the classification of your business

1. ☐ Retailer
2. ☐ Distributor
3. ☐ Dept./Chain Store Buyer
4. ☐ Prem./Catalog Buyer
5. ☐ Manufacturer's Rep.
6. ☐ Manufacturer
7. ☐ Other



Produced by the
Electronic Industries Association
Consumer Electronics Group

Mail to: Consumer Electronics Show, Two Illinois Center, Suite 1607
233 North Michigan Avenue, Chicago, IL 60601

FOUR REASONS CONSUMERS
WILL BE ASKING FOR
GE RECHARGEABLES THIS YEAR.



...re spending more than ever
so you'll sell more than ever.

...be seeing a lot of Atari® this year. On net-
television, in magazines and in your profits.



...re going to be all over the place. And there's
good reason for it.

The biggest ad budget in Atari's
history.

We're spending millions to make sure consumers
are. You'll see Atari

...now wh
...CBS, N
...primer
...And f
...appe
...mag
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...st

No matter what size LCD is in design ...
Our ZEBRA LCD connectors are on the line.



LCD Microsystems, Inc.
Clock

Beede Electrical
Instrument, Co., Inc.
Tachometer

J. Fluke
Mfg. Co., Inc.
8020A DMM

Timex Corp.
Watch

Texas Instruments, Inc.
TI-1030 Calculator

- ZEBRA LCD connectors offer design flexibility to accommodate any size LCD.
- ZEBRA LCD connectors are available for shipment within one week for any size LCD.
- Over one billion reliable contacts made in the field.

TECKNIT

100 Broadway St., Grand Ave., N.J. 07030 (201) 771-5010

The Conductive People



Circle No. 5 on product card

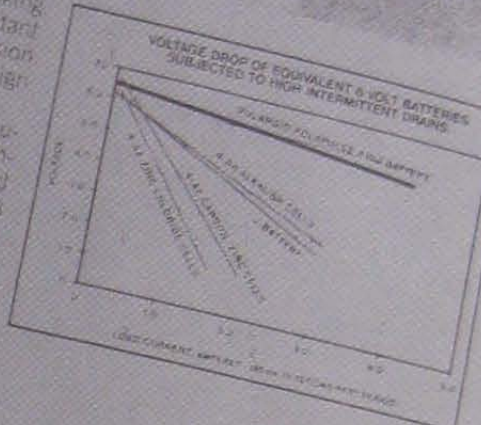
IN 1980, LAKEESIDE IS PLAYING TO WIN!

The battery technology that was a major factor in making the Polaroid SX-70 Land camera the world's finest instant camera is now available—in an even more advanced version—as a power source where thinness is an important design consideration.

The new Polapulse P100 is a six-volt battery that can accurately be described as a revolutionary development in commercial batteries. For while the P100 contains four unitized volt cells in one 3.73 x 3.04-inch package, it is only .15 thick and weighs less than an ounce.

Polaroid Polapulse battery behaves like an alkaline battery, its efficient use of chemical energy at low drain rates significantly superior at the high end. As you can see in the performance graph, the Polapulse battery has remarkable performance. Due largely to the broad surface area, it has the capability to recover quickly after large bursts of current. And in use, it is virtually accident-proof. The polarity of this battery, a unique seal combined with the Polapulse battery's no-known leak damage has resulted from thin batteries in SX-70 film packs.

Combination of power and compactness of the battery goes a long way toward solving the thickness as it affects product design. Games, toys, remote controls, and portable applications, to mention but



**POLAROID
POLAPULSE**
6 VOLT BATTERY

Don't play around with
second best ...

... when your opponent can be
**CHESSE
CHAMPION
SUPER
SYSTEM III®**

the finest electronic
chess game you
can buy



... and Grand Masters.
... eminent position among European chess connoisseurs for many years.
... more advanced chess functions than any other chess computer.

**CHESSE
TRAVELER
FOR THE
CHESSE
DEVOTEE**

Take the Chess Traveler along with you—anywhere.
This light weight, handsome, battery-operated Chess
Traveler offers seven levels of play from beginner to
expert, plus a unique "look-ahead" mode. The levels
are changeable during the game and the computer
will play against itself with you as an observer, to learn
from the expert.

- Available with:
- Revolutionary LCD chess board
- electronic printer
- LCD quartz clock adjustable from 1 sec. to 100 hrs.
- rechargeable power pack for ultimate portability.
- memory and recall up to 10 moves.

Now ONLY FROM TRYON Chess Champion Super
System III is available in America for those who
demand the very best!

TRYON OFFERS A COMPLETE LINE OF INTELLIGENT
DEDICATED ELECTRONIC GAMES, COMPUTER CHESSE,
GOREN BRIDGE AND OMAR BACKGAMMON.

TRYON

23500 Westside Rd., Beachwood, OH 44122
(216) 524-8918

Circle No. 10 on product card

Various manufacturers have realized that the explosive home entertainment market is converging. They have placed their advertising in the only publication able to convey their message to the entire marketplace:

LEISURE TIME ELECTRONICS

Unisonic Presents a Full Line of Walt Disney's

Mickey Mouse Electronic "Fun'n Numbers" Learning Aids

with 48 page fully illustrated activity book

HELP! I NEED SOME ANSWERS FAST!

Games, Puzzles, Surprises and Fun!



Advanced Circus Home Pinball.

Big excitement for families.
Big profits for you.



NEW FROM BRUNSWICK! The great American circus is now right at home with Brunswick's advanced Circus Home Pinball game. Featuring the next generation of solid state electronics, super graphics playfield and back glass, a multitude of flashing lights and 19 circus tunes and tones. Five ball game for up to 4 players. Six-digit memory recalls each player's position and keeps highest score recorded. Double and triple bonuses — Free ball awards.

IT'S THE CIRCUS THAT BRINGS YOU BIG PROFITS! Brunswick is the only manufacturer of professional, ARCADE QUALITY home pinball. Solid, durable and with all the "asked for" exciting features. PLUS, full Brunswick support — warranty program, national service network, traffic building ads and point of sale promotions. Choice of Circus Wagon Red or Wood Grain cabinets. Get in on the big profits with Brunswick Home Pinball games — NEW Circus and Alive!

A PRODUCT THAT SPEAKS FOR ITSELF SELLS ITSELF



more you'll be able to increase your security during product planning.

Features: 70 bits per second data rate
☐ 22 pin package ☐ 7 ma. current drain
☐ Built-in amplifier ☐ Single power source — wide voltage supply range ☐ Latched inputs with 5 volt compatibility ☐ External digital pitch level inputs ☐ Automatic inflection ☐ On-chip master clock circuit ☐ Broad range of voices and sound effects possible.

Let Votrax make your products talk.

Votrax
 A Division of Federal Screw Works
 500 Stephenson Highway
 Troy, Michigan 48064
 (313) 588-2050

Electronics Show June 15-18.
 Call for private demonstrations.
 Call (313) 588-2050 today!

Leisure Time Electronics

Published by Charleson Publishing Company • 124 East 40th Street • New York, New York 10016

1981 ADVERTISING RATES and EDITORIAL SCHEDULE

GENERAL ADVERTISING RATES

JUMBO PAGE (Tabloid - 9 1/2 x 13 1/4)

	1X	4x
Jumbo page	4700	4200
3/4 page	3600	3200
1/2 page	3000	2700
1/4 page	2050	1850

JUNIOR PAGE (7x10)

1 page	3100	2800
2/3 page	2650	2400
1/2 page	2150	1950
1/3 page	1500	1350
1/4 page	1200	1100
1/6 page	950	850

Oversize page
(to 8 1/4" x 11 1/4") 3400 3100

7 x 10 PAGES BLOWN UP TO JUMBO
TABLOID PAGES AT NO PRODUCTION CHARGE

BLEED

Acceptable in spreads, full pages (either tabloid or 7 x 10 pages) and fractional page units —\$300 per page. 7 x 10 bleed ads are an oversize page.

COLOR RATES

(Plus space cost)

	Per Page	2-Page Spread
AAAA Standard colors	500.00	800.00
Matched colors	600.00	900.00
3-color: Black & 2-colors	900.00	1500.00
4-color process	1100.00	1800.00

INSERTS SUPPLIED BY ADVERTISERS

	1x	4x
1 page insert (single sheet printed 1 side)	3100	2800
2 page insert (single sheet printed 2 sides)	5700	5200
4-page insert	8800	8000

Inserts larger than 4 pages; 4-page insert rate plus \$1550 per additional page.

NOTE: Above rates are for 8 1/2" x 11" inserts. Add 25% for tabloid size inserts. Multiple page inserts count as one insertion toward the earned frequency rate.

BACK UP CHARGE—\$600 back up charge for single-page inserts. \$800 back up charge for 2-page spread inserts.

PREFERRED POSITIONS

\$300 extra per page. Inside Covers—\$400 extra per page. Back Cover—\$500 extra per page.

MECHANICAL REQUIREMENTS

(Width by Depth in Inches)

JUMBO PAGES (9 1/2 x 13 1/4)

1	9 1/2 x 13 1/4	1/2	9 1/2 x 6 5/8	1/4	7 x 4 3/8
3/4	9 1/2 x 10	1/2	4 3/4 x 13 1/4	1/4	4 5/8 x 6 5/8
3/4	7 x 13 1/4	1/4	9 1/2 x 3 1/4	1/4	2 1/4 x 13 1/4

JUNIOR PAGES (7 x 10)

1	7 x 10	1/2	4 5/8 x 7 1/2	1/4	7 x 3/8
3/4	4 5/8 x 10	1/3	2 1/4 x 10	1/6	2 1/4 x 4 7/8
1/2	3 1/2 x 10	1/3	4 5/8 x 4 7/8	Oversize	
1/2	7 x 4 7/8	1/4	3 1/2 x 4 7/8	8 1/4 x 11 1/4	

Publication trim size—10 1/2 x 14 1/2

Bleed page—10 5/8 x 14 3/4

Bleed Page Spread—21 1/4 x 14 3/4

INSERT SPECIFICATIONS

Maximum Size (Tabloid)

2-page, single leaf, untrimmed size: 10-5/8" x 14-3/4"; allow 3/16" trim at top, bottom and outer edge.

4-page: 21-1/4" x 14-3/4", folded to 10-5/8" x 14-3/4". Do not fold if publisher is to back up. Keep essential elements 1/4" or more from trim edges. Smaller sized inserts (8-1/4" x 11-1/4" or 9" x 12" etc.) are also acceptable.

Maximum weight of stock: 80 lb.-25 x 38 basis. For quantity of inserts required, contact publisher.

PRINTING SPECIFICATIONS

FILM NEGATIVES for all advertisements are preferred; right reading emulsion side down, 133 screen for half-tone areas. One complete negative for each color is required with register marks and proofs for inking and registry guide.

Film positives, scotchprints and camera ready art are also acceptable. Any changes to be made on films or other production work will be charged at publisher's cost.

4-color process is printed 4-color wet. Sequence is blue-red-yellow-black. Please send one set of progressive proofs for 4-color advertisements.

Film will be stored for 13 months and then destroyed unless otherwise advised by advertiser or agency.

GENERAL SHIPPING INSTRUCTIONS

Send all contracts, insertion orders, negatives, scotchprints, mechanicals, etc. to: LEISURE TIME ELECTRONICS, 124 E. 40th St., New York, N.Y. 10016. Ship all printed inserts to: LEISURE TIME ELECTRONICS, c/o Hughes Printing Co., 34 N. Crystal St., E. Stroudsburg, Pa. 18301.

ISSUANCE AND CLOSING DATES

Leisure Time Electronics will be published 4 times in 1981—Winter, Spring, Summer and Fall. For closing dates, contact publisher.

GENERAL RATE POLICY

Orders are accepted subject to change in rate upon notice by publisher.

COMMISSION AND TERMS

Net 30. 15% of gross billing allowed on space, color, bleed and position if paid within thirty days. No agency commission on production or handling charges. No cash discount.

1981 EDITORIAL SCHEDULE

WINTER—CONSUMER ELECTRONICS SHOW ISSUE. Product previews for 1981. Feature stories focus on new introductions in electronic games, video games, video cassette recorders, video discs, personal computers and software. Preliminary reports on fourth quarter sales and predictions for the coming year. Editorial feature on camera shops stocking VCRs.

SPRING—PERSONAL COMPUTERS ISSUE. Topics include where the market is headed, popular price points, industry leaders' profiles and software market outlook. Features on handheld computers, peripherals market and the placement of systems in major department stores and national chains. Also a look at video discs. Which system is the emerging favorite?

SUMMER—CONSUMER ELECTRONICS SHOW ISSUE. Line stories detailing manufacturers' mid-year releases. Special reports on the video marketplace including accessories and their contributions to increased sales. Also, a look at the chip supply. Who are the major electronic vendors? Will enough chips be delivered to leisure time electronics manufacturers to ensure adequate product supply in December? Feature articles on new technologies available to manufacturers. Updates on January forecasts and an outlook on the remainder of the year. Also a report on the developing area of calculator-watch-games.

FALL—HOLIDAY MERCHANDISING ISSUE. Reports on successful merchants and their marketing techniques. Feature articles covering manufacturer plans for holiday promotions, point-of-purchase materials, and an outlook on Christmas, what's hot? Also included is coverage of major distributors in each area of the leisure time electronics marketplace. Who are the leaders, what types of programs do they offer merchants?

IN EVERY ISSUE—Timely reviews of new product introductions and news of the industry. By-line features from major industry figures. Regular departments include Video Software, Rep News, People, Computer Software, Data Entry, Viewpoints, and Vendors.

Leisure Time Electronics
124 East 40th Street New York, N.Y. 10016
(212) 953-0950

Stephen Bentkover
Publisher

Janelle Travers
Production Manager